

TO: Steve Bellissimo  
FROM J. Yvette Robinson/Event Marketing  
SUBJECT: Event Fact Sheet for the Latino World Festival '95

DATE: June 12, 1995

Marlboro Community Event Marketing will be a participant at the Latino World Festival '95 on July 7-9, 1995. Specific information is as follows:

EVENT: Latino World Festival '95

DATES: July 7-9, 1995

TIME: Friday : noon - midnight  
Saturday : noon - midnight  
Sunday : noon - midnight

LOCATION: Philip A. Hart Plaza  
Downtown Detroit, MI

PROMOTER: Leo Garcia  
BERMEA & GARCIA PUBLIC RELATIONS  
24555 Southfield Road  
Suite 106  
Southfield, MI 48075  
(810)443-1986

PHILIP MORRIS  
ACTIVITIES:

As the exclusive tobacco sponsor, MARLBORO will have a major presence at this event and receive the following:

- One 10' x 22' tent and two promotional kiosks, which will be provided by Philip Morris, at locations at the site of the Event to be mutually agreed upon by the parties;
- the right to hang banners and signage on and around the promotional tent and kiosks and at other locations at the site of the Event to be mutually agreed upon by the parties;
- The exclusive right to conduct tobacco pack sales and incentive distribution among smokers 21 years of age and older at promotional locations at the site of the Event to be mutually agreed upon by the parties; and
- The right to recognition in media and print advertising placed in connection with the Event and to approve in advance all materials and announcements prepared by Promoter that mention Philip Morris or MARLBORO provided that the approval is effected on a timely basis.

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**SALES CONTACT:**

R. Bucciarelli  
(313)591-5500  
Fax-(315)591-3919

**SHIPMENT OF MATERIALS:**

The following have been shipped to:

Whiting Warehouse  
5470 Hecla Ave  
Detroit, MI 48208  
(313)895-1270  
"Hold For Phoenix Marketing"

<u>ITEM</u>	<u>QUANTITY</u>
Marlboro Towel	50
Duffel Bag	50
T-Shirt	144
Hat	144
Cassette Case	300
Flashlight	300
Lighter	4000

Should you have any questions or concerns, please feel free to contact me at 212/878-2360.

cc: S. Anderson  
I. Broeman  
J. Fontanez  
K. McGrath  
S. Sampson

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